

WEEK OF  
February 9, 1959

# fashion calendar

january

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february

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january — 1960

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february — 1960

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march — 1960

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

# 1959

19th YEAR • A WEEKLY PUBLICATION



# FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, FEBRUARY 6, 1959</u>			
Thursday Feb. 5 10:30 A.M.	PREVIEW: CHILDRENS' SUMMER DRESS FASHIONS "Summer for Children '59"--preview for the press. P.M. By invitation.	JACK BORGENICHT, INC. Contact: Jonathan Finn, LO. 5-0030.	1333 BROADWAY SHOWROOM - 10TH FLOOR For buyers, 2:00-5:00
Thursday Feb. 5 11:00 A.M.	OPENING OF SUMMER JUNIOR COLLECTION Showing of Reich-Goldfarb Summer junior fashions, designed by Mr. Sidney. Continuous thereafter.	REICH-GOLDFARB & CO. Contact: Judith Sidney, WI. 7-5374.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday Feb. 5 12:00 Noon- 2:00 P.M. Buffet	PREVIEW: NEW LINES OF ICE CHESTS AND JUGS "The First Picnic Of The Season"--introduction of three new lines of ice chests and jugs, in conjunction with David Crystal and Haymaker fashions. By invitation.	HAMILTON-SKOTCH CORP. Publicity: Saul L. Warshaw at Ruder & Finn, 130 East 59th Street, PL. 9-1800.	LAMBS CLUB 130 WEST 44TH STREET
Thursday Feb. 5 2:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Rembrandt's Summer collection. By invitation. Thereafter daily at 2:00 P.M. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	REMBRANDT FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Feb. 5- Feb. 6 2:30 P.M.	PREVIEW OF FIRST SPORTSWEAR COLLECTION Showing of a new kind of sportswear in Martex terry cloth, designed by Dorothy Magee. By invitation. Showings thereafter throughout February at Hotel York, Room 417. Contact: Dorothy Magee, WA. 9-2055.	DOROTHY MAGEE (BUCKS COUNTY, PA.)	N.Y. WELLESLEY CLUB BELMONT PLAZA-RM. 17F
Thursday Feb. 5 3:30 P.M.	PRESS PREVIEW OF SUMMER DRESSES Preview for the press of Edward Abbott's Summer dress collection, designed by Wilson Folmar. By invitation. Trade showings Feb. 10, 11, 12, 13 at 10:30 A.M. By appointment. Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Feb. 5 4:00 P.M. Cocktails	OPENING: SUMMER SPORTSWEAR COLLECTION Mr. Mort will present his Summer sportswear collection, designed by Reiko and Julie Isles. By admission card only. Contact: Miss Andre, OX. 5-4760.	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Feb. 5 4:00 P.M.	PREVIEW OF SUMMER COLLECTION Donald Brooks' Summer collection of daytime dresses for Hedges Ltd.; also Feb. 11 at 4:00 P.M. By invitation. Contact: LO. 3-4231. Publicity: Ruth Hammer Associates, Inc., 2 West 59th Street, EL. 5-7872.	DONALD BROOKS; HEDGES LTD.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday Feb. 5	OPENING OF SUMMER COLLECTION Continuous daily showings of Summer formal, bridesmaids and graduation dresses, designed by DeeDee Jarrette. Contact: Jerry Uchin, WI. 7-6220.	HARRY KEISER, INC.	525 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Friday Feb. 6 9:30 A.M. Breakfast	SHOWING OF MIDSUMMER COLLECTION Jacquelyn Ross of California will present her midsummer collection. By invitation. Thereafter at Savoy-Hilton Hotel. Publicity: Vera Bacal-Fredy Schey, 419 East 57th Street, FL. 3-8421.	JACQUELYN ROSS OF CALIFORNIA	HAMPSHIRE HOUSE COTTAGE
Friday Feb. 6 10:30 A.M.	PREVIEW OF SUMMER PETITE FASHIONS Summer fashions designed by Loet van der Veen. By invitation. Trade showings thereafter at 4:00 P.M. Publicity: Betty Yarmon, LO. 4-6874.	MORT SCHRADER "JEUNES PETITES"	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Friday Feb. 6 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Trade showings on Feb. 10, 12, 17 at 11:00 A.M. By invitation and reservation. Contact: Liz Bechtol, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday Feb. 6 1:15 P.M.	OPENING OF SUMMER COLLECTION Showing of afternoon, cocktail and evening dresses. Thereafter by appointment. Contact: Lucille Gordon, LO. 5-2727.	GOTHE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Friday Feb. 6 2:30 P.M.	OPENING OF SUMMER COLLECTION Showing of daytime fashions designed by Vera Stewart. By appointment. Daily thereafter at 2:30 P.M. Contact: LA. 4-6691.	ZOLTAN ROSENBERG CO.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Friday Feb. 6 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Sam Friedlander's Summer afternoon, cocktail and evening fashions, for press and buyers. By invitation. Thereafter Feb. 9, 12, 17, 19 at 4:00 P.M. By reservation. Contact: Bernice Devine, FE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Friday Feb. 6 3:30 P.M. Cocktails	PRESS PREVIEW OF SUMMER FASHIONS Preview of Semont's Summer collection to the press. By invitation. Continuous daily thereafter. Contact: Bill Kalman, WI. 7-6845.	SEMONT, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Saturday Feb. 7- Feb. 15	"PARIS IN PERSON FASHION FLIGHT Showings in Paris of Couturier collections and accessory round-up show. Fee: \$1,749.50. Contact: Monique de Nervo at Edward Gottlieb & Assoc., Ltd., 640 Fifth Avenue, JU. 2-7540.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PAN-AMERICAN JET IDLEWILD AIRPORT

WEEK BEGINNING SUNDAY, FEBRUARY 8, 1959

Sunday Feb. 8 1:00 P.M. Brunch	SPRING-SUMMER COUTURE FASHIONS AT BRUNCH "Pink Champagne and Roses"--showing of Gothe's Spring-Summer couture dress collection. Reservations--\$3.75; contact: Mr. Gilbert, CI. 6-7700. Fashion Show Director: Peggy Cantor Assoc., 117 E. 37th St., MU 9-8542.	GOTHE (530 SEVENTH AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Feb. 9-	EIGHTY-THIRD ANNUAL DOG SHOW	WESTMINSTER KENNEL CLUB (22 EAST 60TH ST.)	MADISON SQUARE GARDEN 8TH AVENUE & 49TH ST.
Feb. 10	More than 2500 dogs of about 100 breeds will be presented; also, a		
10:00 A.M. -	"Doberman Musical Drill" as Tuesday night's regular feature. Admission:		
11:00 P.M.	\$2.50. Contact: Thelma Boalbey, EL. 5-4933.		

Monday Feb. 9	OPENING OF SUMMER COLLECTIONS	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
10:30 A.M.	Leonard Arkin's Summer collection at 10:30; Andrew Arkin's at 11:30 and daily thereafter. By reservation. Contact: Lois Lapper, WI. 7-5324.		

SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA, INC. (FOGA)

<u>MONDAY, FEBRUARY 9</u>			
Paul Parnes Corp. ....	2:15 P.M. ....	498 7th (10 Fl) CH.	4-4600
<u>TUESDAY, FEBRUARY 10</u>			
David Levine Co. ....	9:00 A.M. ....	530 7th (21 Fl) LA.	4-0237
Ben Reig, Inc. ....	10:00 A.M. ....	498 7th (23 Fl) CH.	4-1542
Rudolf Gowns ....	10:30 A.M. ....	530 7th (12 Fl) WI.	7-6865
Herbert Sondheim, Inc. ....	10:30 A.M. ....	530 7th (20 Fl) LA.	4-7540
Jobere, Inc. ....	11:45 A.M. ....	530 7th (30 Fl) PE.	6-1938
Harvey Berin Ltd. ....	1:00 P.M. ....	530 7th (7 Fl) PE.	6-0206
Wm. Fox-Visioni Corp. ....	1:00 P.M. ....	498 7th (18 Fl) CH.	4-2659
Junior Sophisticates Co. ....	1:00 P.M. ....	498 7th (4 Fl) LO.	4-0462
Hannah Troy, Inc. ....	1:00 P.M. ....	530 7th (2 Fl) LO.	3-0988
David E. Gottlieb, Inc. ....	1:15 P.M. ....	530 7th (4 Fl) LO.	5-2727
Grabois ....	1:15 P.M. ....	498 7th (5 Fl) CH.	4-2767
Branell ....	2:30 P.M. ....	530 7th (27 Fl) PE.	6-6983
A. Goodman & Co., Inc. ....	2:30 P.M. ....	530 7th (17 Fl) WI.	7-4077
Ed. Gerrick, Inc. ....	4:00 P.M. ....	550 7th (7 Fl) LO.	4-1820
Harmay ....	4:00 P.M. ....	498 7th (22 Fl) PE.	6-5547
Rosalie Macrini, Inc. ....	4:00 P.M. ....	550 7th (11 Fl) CH.	4-2655
Samuel Winston, Inc. ....	4:00 P.M. ....	530 7th (11 Fl) CH.	4-2617
Ben Barrack, Inc. ....	Continuous ....	498 7th (7 Fl) LO.	4-3923
Grobé Originals, Inc. ....	Continuous ....	498 7th (16 Fl) BR.	9-8394
Myron Herbert, Inc. ....	Continuous ....	530 7th (20 Fl) LO.	4-6830
<u>WEDNESDAY, FEBRUARY 11</u>			
Nat Kaplan, Inc. ....	1:15 P.M. ....	498 7th (21 Fl) LO.	5-4115

Monday Feb. 9	PRESS PREVIEW OF SUMMER COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
4:00 P.M.	Preview of Hannah Troy's Summer collection. By invitation. <u>Thereafter</u> at 1:00 P.M., Feb. 10, 11, 12, 17, 18, 19, 24, 25. Contact: Marie Shapiro, LO. 3-0988.		

Monday Feb. 9	PREVIEW OF SUMMER COLLECTION	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
4:00 P.M.	Rosalie Macrini's collection of Summer cocktail and evening fashions. <u>Thereafter</u> Feb. 10, 12, 16, 18, 19. By reservation. (Note Change Of Date.) Contact: Jo MacLeod, CH. 4-2655.		

Beginning Monday Feb. 9	OPENING OF SUMMER COUTURE COLLECTION	WERLÉ ORIGINALS (LOS ANGELES, CAL.)	SAVOY-HILTON HOTEL ROOMS 2702-3
	Showing of couture Summer collection, daily until Feb. 19. By appointment. Publicity: Helen O. Borger, LE. 5-9754.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 9	OPENING: SPRING AND SUMMER COLLECTION Veola Douglas' Spring and Summer couture collection designed by Carmona. Daily showings, Feb. 9 - Feb. 27. By appointment. Contact: EL. 5-3295.	VEOLA DOUGLAS INC.	61 EAST 57TH STREET SALON - 4TH FLOOR
Tuesday Feb. 10 9:00 A.M.	OPENING OF SUMMER COLLECTION Showings Feb. 10, 17 at 9:00 A.M., Feb. 11, 12, 18 at 2:30 P.M. ( <u>Note Change Of Dates.</u> ) Contact: Miss Fritzi, LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Feb. 10 9:00 A.M. Breakfast	REPEAT OF FASHIONS AND FABRICS SHOW Milliken will repeat their Jan. 27 showing of fashions and fabrics. By invitation. Publicity: Julie Buddy, OX. 5-1200.	MILLIKEN	1045 SIXTH AVENUE 4TH FLOOR
Tuesday Feb. 10 9:30 A.M. Picnic Breakfast	PRESS PREVIEW OF SUMMER COLLECTION Preview for press of the Adele Simpson Summer collection. By invitation. Trade showings at 10:00 A.M., Feb. 11, 12, 13, 18, 19. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Feb. 10 10:30 A.M.	OPENING OF SUMMER COLLECTION Showing of Oleg Cassini's Summer collection--Feb. 10, 11, 12, 17, 18, 19 at 10:30 A.M. By appointment. Contact: Kay McGowan, LO. 5-6453. Publicity: Alfred Davidson Associates, 38 East 57th Street, PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Feb. 10 10:30 A.M.	PRESS PREVIEW OF SUMMER COLLECTION By invitation. Showings thereafter Feb. 11, 12, 17, 19 at 10:30 A.M. By appointment. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Feb. 10 11:30 A.M.	PRESS PREVIEW OF SUMMER DRESSES Abe Schrader will present his Summer collection, designed by Belle and Will Saunders. By invitation. Daily thereafter at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Feb. 10 11:45 A.M.	PRESS PREVIEW OF SUMMER FASHIONS Preview of late day and evening fashions for press and buyers. By invitation. Luncheon showings thereafter Feb. 12, 17, 19 at 11:45 A.M. By appointment. Contact: Joseph Speaker, PE. 6-1938. Publicity: Alfred Davidson Assoc., Inc., 38 East 57th St., PL. 5-0868.	JOBÈRE, INC.	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Tuesday Feb. 10 12:00 Noon	SUMMER COLLECTION BY LUIS ESTEVEZ Preview for the press of Summer fashions, designed by Luis Estevez. By invitation. Thereafter at 12:00 Noon. Contact: LO. 4-5820.	GRENNELLE-ESTEVEZ, LTD.	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Feb. 10 12:00 Noon	OPENING: COUTURE SUMMER FASHIONS "Summer Fashions"--showing of daytime, cocktail and evening fashions. Daily at 12:00 Noon. By reservation. Contact: Phyllis Youngheart, CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 10 1:00 P.M.	OPENING OF SUMMER COLLECTION Junior Sophisticates' Summer collection at 1:00 P.M. daily. Contact: Ellen Roselle, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 10 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses and costumes, designed by John Moore at 1:00 P.M., Feb. 10, 11, 12, 17 and 19. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 10 1:15 P.M.	SUMMER COCKTAIL AND EVENING DRESSES Daily showings at 1:15 P.M. Contact: Marian Auley, LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Feb. 10 2:30 P.M.	OPENING OF SUMMER DRESS COLLECTION Showing Feb. 10, 11, 12, 17, 18, 19 at 2:30 P.M. By reservation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday Feb. 10 2:30 P.M.	OPENING OF SUMMER COLLECTION Showing of Jerry Parnis' Summer collection for A. Goodman at 2:30 P.M. Thereafter Feb. 11, 12, 13, 16, 17, 18, 19 at 2:30 P.M. Contact: WI. 7-4076.	A. GOODMAN & CO.	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday Feb. 10 3:00 P.M.	PREVIEW OF SPRING AND SUMMER COLLECTION Eleanora Garnett will present her Spring custom-made and Boutique collec- tions to press and customers. By invitation. Publicity: Elizabeth Maher Assoc., 424 Madison Avenue, EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Tuesday Feb. 10 4:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Tina Leser's Summer collection, with <u>showings at 2:30 P.M. thereafter.</u> By invitation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.	TINA LESER	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 10 4:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Showing of Summer dress collection designed by Kasper for Arnold-Fox, at 4:00 P.M., Feb. 10, 11, 17, 18. Contact: CH. 4-3914.	ARNOLD-FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Feb. 10 4:00 P.M.	OPENING OF SUMMER COLLECTION Harmay's collection of dresses, costumes and suits. Daily thereafter at 4:00 P.M. By reservation. Contact: PE. 6-5547. Publicity: Pauline Greene at Charles Charney, 101 West 55th Street, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Feb. 10 5:00 P.M.	PREVIEW OF SUMMER COLLECTION Ceil Chapman will present her Summer collection to the press. By invitation. Thereafter at 2:30 P.M. Contact: LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Feb. 10	OPENING OF SUMMER COLLECTION Daily showings. By appointment. Publicity: Virginia Dickson, LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Feb. 10	OPENING OF SUMMER COLLECTION Continuous daily showings of the Lentz Summer collection in petite sizes. Contact: Isabel Mendelsohn, LO. 4-5316.	LENTZ DIMUNITIVES	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday Feb. 10	OPENING OF SUMMER JUNIOR COLLECTION Continuous daily showings of junior daytime and cocktail fashions, designed by Frances Prisco. Contact: PE. 6-2642.	TED BROWN, INC.	1400 BROADWAY SHOWROOM - 8TH FLOOR
Beginning Tuesday Feb. 10	OPENING OF SUMMER COLLECTION Continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
Feb. 11	ASH WEDNESDAY (First Day of Lent).		
Wednesday Feb. 11 10:30 A.M.	OPENING OF SUMMER COLLECTION Malcolm Charles' Summer collection, designed by Frank Adams, Feb. 11, 12, 17, 18, 19 at 10:30 A.M. Contact: Muriel Morris, LA. 4-7690.	MALCOLM CHARLES	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday Feb. 11 12:30 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Showing of Spring and Summer couture fashions and H.B.A. furs designed by Martier-Raymond; millinery by Rene Teillard. Press by invitation. Public by reservation (\$4.50). Contact: "Headwaiter", EL.5-3000. Fashion Show Director: Peggy Cantor Associates, 117 East 37th Street, MU.9-8542.	MARTIER-RAYMOND (36 CENTRAL PARK SO.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Feb. 11 1:15 P.M.	OPENING OF SUMMER COLLECTION Sylvia Kaplan's Summer dresses and ensembles for daytime and late-day wear. By reservation. Daily showing thereafter at 1:15 P.M. Contact: Dorothea Manning, LO. 5-4115. Publicity: Rose Hilton, MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Feb. 11 4:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Preview of Summer dresses and coordinates by McMullen, for press and buyers. By invitation. Continuous thereafter. Contact: Esther Reifer, OX. 5-4270.	J. R. McMULLEN CO.	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Beginning Wednesday Feb. 11	OPENING OF SUMMER COLLECTION Dan Keller will present his Summer collection of casual dresses and en- sembles at continuous daily showings. Publicity: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Feb. 12 10:00 A.M.	PREVIEW OF NEW SPORTSWEAR COLLECTION Loomtogs will introduce the Summer collection of Anne Fogarty "Sports Editions" to press and buyers. By invitation. Continuous thereafter. Contact: Joan Rosenthal, LA. 4-4671.	ANNE FOGARTY "SPORTS EDITIONS"	1410 BROADWAY LOOMTOGS - 15TH FLOOR
Thursday Feb. 12 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Showing of Branell's Spring fashions available at Best & Co. Press by invitation. Public by reservation. Contact: "Banquet Dept.", PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI.6-1790.	BRANELL (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 12 4:00 P.M. Cocktails	PREVIEW OF FALL AND WINTER COLLECTION Press preview of Korrigan Lesur's Fall-Winter collection of leathers and knitwear. By invitation. Thereafter at showroom, by appointment. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.	KORRIGAN LESUR CORP. (70 WEST 40TH STREET)	SHERATON-EAST HOTEL TRIANON ROOM
Thursday Feb. 12 4:30 P.M. Cocktails	PREMIERE SHOWING OF SUMMER DRESSES "Alan Phillips Time"--first preview of Summer dress collection designed by Alan Phillips, for press and buyers. By invitation. Continuous daily thereafter at showroom. Publicity: Ken R. Williams Assoc., WI. 7-4471.	ALAN PHILLIPS INC. (225 WEST 36TH ST.)	500 CLUB 500 SEVENTH AVENUE
Feb. 12	LINCOLN'S BIRTHDAY (Thursday)		
Friday Feb. 13 4:00 P.M.	PRESS PREVIEW OF SPRING FASHIONS "A Fashion Adventure In Color For Spring '59"--showing of Spring fashions. By invitation. Publicity: Eileen Goldberg, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	FULTON STREET & HOYT 4TH FLOOR RESTAURANT
Feb. 14	VALENTINE'S DAY (Saturday)		
Sunday Feb. 15- Feb. 18	SHOE FABRIC FASHIONS FOR FALL Members of the National Shoe Fabric Association will have individual showings of shoe fabrics for Fall. Contact: Rea Lubar, MU. 5-4997.	NATIONAL SHOE FABRIC ASSOCIATION	HOTEL LEXINGTON LEX. AVE. & 48TH ST.
Monday Feb. 16 2:00 P.M.	PREVIEW OF SUMMER READY-TO-WEAR FASHIONS Preview of Summer afternoon, cocktail and late day collection. By invitation. Informal showings thereafter. By appointment. Publicity: Trudy Taylor, MU. 4-3323.	TARQUIN, INC.	216 EAST 39TH STREET SHOWROOM - 2ND FLOOR
Monday Feb. 16 5:00 P.M.	PRESS PREVIEW OF SUMMER FASHIONS By invitation. Thereafter, Feb. 17 and 19 at 12:00 Noon. By appointment. Contact: BR. 9-6890. Publicity: Eleanor Lambert, MU. 8-2130.	NETTIE ROSENSTEIN, INC.	550 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Feb. 17 10:30 A.M.	OPENING OF SUMMER COLLECTION Showing of Jane Derby's collection, Feb. 17, 18, 19, 24, 26 at 10:30 A.M. By appointment. Contact: Estelle Marr, IA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 17 12:00 Noon Luncheon	INTERNATIONAL FASHIONS AND FOOD AT LUNCHEON "Yesterday is Tomorrow in the Universal Languages of Fashion and Food"-- showing of ancient to modern fashions of the United Nations during lunch- eon of international foods. Tickets: \$7.50. Contact: Ruth V. Harms at AWNY, TE. 8-0030. Fashion Chmn: Ruth Lupton Mills, PL. 5-7600.	THE ADVERTISING WOMEN OF NEW YORK	HOTEL ASTOR BALLROOM
Tuesday Feb. 17 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Showing of Herbert Sondheim's Spring collection available at Bonwit Teller. Press by invitation. Public by reservation. Contact: "Banquet Dept.", PL. 5-1000. Sondheim contact: IA. 4-7540. Sheraton-East Fashion Director: Mary Alice Rice, CI. 6-1790.	HERBERT SONDHEIM, INC. (530 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALLROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 17 12:30 P.M. Luncheon	SHOWING OF ORIGINAL DESIGNS AT LUNCHEON Baccigalupo's Spring collection in original designs. Press by invitation. Public by reservation; contact: "Andre" TE. 8-8000. Contact: Tomaso Baccigalupo, OX. 7-5364. Pierre Fashion Director: Anne Taylor, TE.8-8000.	BACCIGALUPO (2 TUDOR CITY PLACE)	HOTEL PIERRE ROOF GARDEN
Tuesday Feb. 17 4:00 P.M. Cocktails	PREVIEW: "CHRISTINA" SUMMER COLLECTION Tina Leser's "Christina" Summer collection, a group of day and late day- time dresses and costumes in new imported Dutch fabrics, cottons and silks. By invitation. <u>Thereafter Feb. 18 at 4:00 P.M.</u> By reservation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 17 4:30 P.M.- 7:00 P.M. Cocktails	PREVIEW: SWEATERS AND SEPARATES BY GIVENCHY First U.S. preview of Hubert Givenchy's special Paris collection of sweaters and separates in "Orlon" acrylic fiber, including new textured filament yarn, at continuous showings. By invitation. Press contact: Dorothy Gromann, LO. 3-6400, Ext. 404. <u>Trade showings, Thurs., Feb. 19,</u> <u>4:30 P.M. - 7:00 P.M. Cocktails.</u> By invitation. Trade contact: Jean Lindsay, LO. 3-6400, Ext. 505.	DU PONT COMPANY	SAVOY-HILTON HOTEL LE CHATEAU - 11TH FL.
Tuesday Feb. 17 5:00 P.M.	SUMMER COLLECTION BY PAULINE TRIGERE Press preview of Pauline Trigere's Summer collection. By invitation. Trade showings Feb. 18 and 19 at 2:30 P.M. By appointment. Contact: Marge Conner, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Feb. 17- Feb. 18	54TH SEMI-ANNUAL LEATHER SHOW Exhibit hours: <u>Feb. 17: 9:00 A.M. to 7:00 P.M.</u> <u>Feb. 18: 9:00 A.M. to</u> <u>3:00 P.M.</u> Contact: Leif C. Kronen, Tanners' Council, 411 5th, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Wednesday Feb. 18 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
Wednesday Feb. 18 12:00 Noon Luncheon	"THE BUILDING BOOM IN SOVIET RUSSIA" Speaker: Edward D. Stone, designer of the U.S. Pavilion at the Brussels Fair, will describe the Soviet Union public housing program; seven year plan for residential apartments; design for living of new apartments. Prices: \$6.50, members; \$7.50, guests. Contact: Josephine Brush, TE.8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEXINGTON)	ROOSEVELT HOTEL BALLROOM
Wednesday Feb. 18 12:15 P.M.	PREVIEW OF SUMMER COLLECTION Presentation of Maria Krum's couture Summer collection to the press and buyers. By invitation. Contact: CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON - 2ND FLOOR
Wednesday Feb. 18 2:30 P.M.	SHOE STYLE CONFERENCE Conference with editors of "Harper's Bazaar" interpreting trends that will influence Fall and Winter shoe fashions. Guest Speaker: David R. Altman, Altman-Stoller. Admission by ticket. Contact: Edward J. McDonald, MU.6-7520.	NAT'L SHOE RETAILERS ASS'N. (274 MADISON)	HOTEL PIAZA TERRACE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 18 4:30 P.M.	PRESS PREVIEW: FASHIONS BY VIRGINIE OF PARIS Preview of Spring fashions by Virginie of Paris exclusive at "Miss Bergdorf" Shop. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR "MISS BERGDORF" SHOP
Thursday Feb. 19 12:00 Noon Luncheon	COSMETIC & MILLINERY LUNCHEON MEETING "The Big Change"--introducing "The Lunar Look--Heavenly Hats". Guest Speaker: Miriam Gibson French. Commentator: Eugenia Sheppard. Co-Chmn.: Conoldine Burnett and Julia Daly (Millinery); Kathleen Spencer Cory and Florence Goldin (Cosmetics). Prices: \$7.00, members; \$8.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Feb. 19 12:30 P.M. Luncheon	MADE-IN-EUROPE SPRING FASHIONS AT LUNCHEON Showing of Macy's Spring made-in-Europe fashion collection. Press by invitation. Public by reservation; contact: "Banquet", PL. 9-3000. Macy Publ.: Ann Miller, OX. 5-4400, Ext. 2260. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA TERRACE ROOM
Feb. 23	LEGAL HOLIDAY (Monday) -- celebrating WASHINGTON'S BIRTHDAY, Feb. 22.		
Tuesday Feb. 24 10:00 A.M. Coffee	PREVIEW: SPRING INTO SUMMER SHOE FASHIONS Preview of the Coward Shoe Spring-Summer shoe collection for the family. By invitation. Contact: Paula Miller, LE. 2-0200.	COWARD SHOE, INC.	EMPIRE STATE BUILDING ROOM 218
Tuesday Feb. 24 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Showing of Giulietta di Roma's Spring collection. Press by invitation. Public by reservation; contact: "Andre", TE. 8-8000. Contact: Mme Giulietta d'Alessandro, TR. 9-2880. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	GIULIETTA DI ROMA (789 MADISON AVE.)	HOTEL PIERRE ROOF GARDEN
Tuesday Feb. 24 12:30 P.M. Luncheon	COATS & SUITS AT LUNCHEON SHOW Spring coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Headwaiter", EL. 5-3000. Frechtel contact: PE. 6-1310. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	HARRY FRECHTEL (205 WEST 39TH ST.)	WALDORF-ASTORIA PEACOCK ALLEY
Tuesday Feb. 24 4:00 P.M. Champagne	PRESS PREVIEW OF CUSTOM FASHIONS Bob Bugnand will present his Spring-Summer custom order collection of daytime and evening fashions created by him in Paris, and to be produced there. By invitation. Publ.: Kay Inglis-Jones, PL. 9-3000.	BOB BUGNAND, INC. (117½ E. 6TH ST.)	ST. REGIS HOTEL LOUIS XVI SUITE
Wednesday Feb. 25 3:00 P.M.	PREVIEW: SPRING- SUMMER FASHIONS "Elizabeth Arden Spring-Summer Collection". By invitation. Publicity: Alan McGeehan at Rasponi Associates, 667 Madison Avenue, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE 2ND FLOOR
Thursday Feb. 26 4:00 P.M.- 6:00 P.M. Cocktails	SHOWING OF FALL COLORS & FABRICS Larry Gabbe and Sandy Elias of Lawford Fabrics will be present at an informal showing of their Fall colors and fabric originalities. By invitation. Publicity: Gladys Steiner at Lester Harrison Inc., PL. 1-6630.	LAWFORD FABRICS	450 SEVENTH AVENUE SHOWROOM - 15TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 27 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-ORDER Sophie, with the assistance of Stephen Erklin, will present her Spring collection. By invitation. Publicity: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Monday March 2 4:00 P.M. Cocktails	PARIS REPORT FOR THE PRESS The American Rayon Institute presents its Paris report to the press. Showing also March 4 at 10:30 A.M. and 2:30 P.M.; March 5 at 2:30 P.M. By invitation. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.	AMERICAN RAYON INSTITUTE	EMPIRE STATE BUILDING SHOWROOM - 59TH FLOOR
Tuesday March 3 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Press preview of Bergdorf Goodman's Spring custom-order collection, designed by Leslie Morris. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday March 3 12:30 P.M. Luncheon	MATERNITY FASHIONS DURING LUNCHEON Page Boy Maternity Fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Andre", TE. 8-8000. Page Boy contact: BR. 9-2521. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	PAGE BOY MATERNITY FASHIONS (1407 B'WAY)	HOTEL PIERRE ROOF GARDEN
Thursday March 5 8:30 A.M. Breakfast	PREVIEW OF PARIS COLLECTIONS "Mademoiselle" will preview the Spring Paris collections. For New York buying office executives. By invitation. Contact: Frances Hodges, PL. 9-2080.	MADemoISELLE MAGAZINE (575 MADISON AVENUE)	500 CLUB 500 SEVENTH AVENUE
Thursday March 5 3:00 P.M.	PRESS PREVIEW: CUSTOM AND IMPORT COLLECTION Showing of the Hattie Carnegie Spring and Summer custom and import collection. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 WEST 49TH STREET SALON
Friday March 6 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Spring import collection at breakfast and luncheon with report by Jessica Daves, Vogue Magazine. Ready-To-Wear Chmn: Edith Raymond and Babs Simpson. (Prices and more details later). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Tuesday March 10 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Spring import collection by Bergdorf Goodman will be previewed for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday March 10 2:30 P.M.	PRESS PREVIEW: CUSTOM- ORDER AND FUR FASHIONS Preview for the press of custom-order Spring fashions designed by Muriel King; furs by Mr. Anthony. By invitation. Contact: PL. 3-7700.	STEIN & BLAINE	13 WEST 57TH STREET 2ND FLOOR
Thursday March 19 4:00 P.M. Cocktails	FIRST "KALEIDOSCOPE OF FASHION" AWARD First annual "Kaleidoscope of Fashion" Award for the best use of design and color in fabric designs by Studio K. Showing of fashions in men's, women's and children wear. By invitation. Contact: Jack Clarke, LO. 4-0036.	STUDIO K (110 WEST 40TH ST.)	HOTEL GOTHAM BALLROOM
March 29	EASTER SUNDAY		